

BROADCAST SYSTEM AND METHOD FOR BROWSING THE WEB

ABSTRACT

The present invention provides a method and apparatus to browse the Web without using a web browser. The application server in a transmitting unit converts a web page transmitted from the Internet into video data and provides links to the video data on the basis of the links provided to the web page. In the video server of the transmitting unit, the video data transmitted from the server is compressed by the MPEG2 encoders, and sent with information about the links provided to the video data. A 'Set-Top Box', of the receiving terminal outputs the received video data to a display, and establishes an association between the links provided to the video data and a position of a cursor displayed on the screen of the display.